

THE GLOBAL BRAND ACADEMY HAD DELIVERED PROGRAMS IN 37 COUNTRIES OVER THE PAST 27 YEARS TO OVER 1000 BRANDS

Led by Dr Jerome Joseph, Ranked Number 2 in the World as a Global Brand Thought Leader in 2022 and best-selling author of 10 Books on Branding.

BRAND MASTERY MASTERY

Elevate Your Brand using Our 5D brand framework for Dynamic Market Positioning and Audience Engagement

GET UP TO 70% SUBSIDY FOR OUR PROGRAMS! SIGN UP FOR OUR WSQ COURSES NOW

- Upto 95% Skill Future Funding
- Balance Free Skill Future Credit, PSEA, UTAP Claimable



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BRAND MASTERY MASTERCLASS

FOR PERSONAL, CORPORATE OR PRODUCT BRANDS

A WSQ Funded program

Video of AI Dr Jerome Joseph

Welcome to our 2-Day Masterclass "Brand Mastery" – an intensive program that dives deep into the art and science of building a powerful brand. This program is meticulously crafted to provide you with the insights and tools necessary to develop a strong, authentic brand identity that resonates in today's competitive marketplace. You will learn how to effectively communicate your brand's unique value, connect with your target audience, and build a lasting brand presence.

This program is led by Dr. Jerome Joseph, a globally recognized brand thought leader and strategist. With over 27 years of experience in branding and marketing, Dr. Jerome has influenced the brand strategies of over 1000 brands, including numerous Fortune 500 companies, across 37 countries. His expertise and deep insights into brand development and management are at the heart of this program, ensuring a learning experience that is not only rich in practical applications but also informed by a global perspective.

Join us in this journey to transform your approach to branding and position yourself as a leader in your field.

Why You Need to Sign Up

<p>Cutting Edge Brand Strategies Leverage our 27 years of brand consulting experience to gain practical, proven strategies that are at the forefront of the industry.</p>	<p>Proprietary Frameworks Gain exclusive access to our proprietary frameworks that have shaped over a thousand diverse brands worldwide..</p>	<p>Global and Local Perspective Benefit from a rich blend of global insights and local expertise.</p>	<p>World Class Facilitators Learn from the best. Our facilitators are seasoned professionals who not only teach but actively consult in the branding field.</p>	<p>Stay Ahead of your Competition With advanced strategies and innovative practices, you'll be equipped to outpace your competitors and lead your brand to new heights.</p>
<p>Applicable to all types of brands Whether you're enhancing a personal, corporate, product, or agency brand, our frameworks are designed to be adaptable and effective across all branding spheres.</p>	<p>Access to actual Brand Consulting Frameworks You will receive hands-on access to the actual Brand Consulting Frameworks that was used to build and elevate over a 1000 through our consulting arm The Brand Theatre.</p>			

Join the Future of Branding. Sign up [here](#)

About the Program

The Brand Mastery Program is a comprehensive 2-day workshop tailored for entrepreneurs, executives, and organizations focused on leveraging branding for strategic positioning and effective

audience engagement. Day 1 lays the branding groundwork, exploring core concepts and helping participants craft a unique brand story and identity. Day 2 covers brand positioning and differentiation strategies, essential for standing out in competitive markets. The program also delves into building brand equity through in-depth market research and analysis.

This course is designed to provide participants with the knowledge and tools to establish a strong brand presence. It includes the Brand Mastery framework, assisting in competitor analysis, re-positioning, exploring new target audiences, and future planning strategies. The program is applicable to personal brands, corporate brands, product brands, agency brands and service brands who want to differentiate and stand out in the market.

Led by Dr. Jerome Joseph, ranked as the World's No. 2 Global Brand Guru in 2022, this interactive workshop is based on real-life strategies and examples from his 26 years of experience in 37 countries. Participants can expect to gain valuable industry insights in an engaging and hands-on environment.

Join us to unlock the full potential of digital marketing with AI, and transform the way you connect with your audience.

[*\(Find out more\)*](#)

Course Details

Immerse yourself in the transformative world of brand development with our intensive 2-day, 14-hour Brand Mastery Program. Tailored for real-world impact, this course offers an in-depth understanding of how to strategically position your brand, engage your audience effectively, and drive powerful brand communications.

This program is meticulously designed for:

- **Entrepreneurs and Business Owners:** Discover how to elevate your brand, differentiate it in the market, and create compelling brand stories that resonate with your audience.
- **Marketing and Sales Professionals:** Ideal for those looking to enhance their branding skills, understand market positioning, and develop strategies for brand growth and engagement.
- **Brand Enthusiasts and Executives:** Anyone keen on mastering the art of branding, from crafting a brand identity to implementing effective brand communication strategies.
- **Organizations Focused on Brand Strategy:** For teams aiming to strengthen their brand's impact in the marketplace through strategic planning and brand activation.

Duration and Structure: Over two dynamic days, the program covers 14 hours of interactive and engaging sessions. Each module is designed to maximize practical learning and application.

Mode of Training: Experience a mix of expert-led instruction, hands-on exercises, and collaborative group activities. The training environment is dynamic, fostering an engaging learning experience suitable for all participants.

Fee Structure:

COURSE FEES AND SSG FUNDING SUPPORT

Self Sponsored

Classification	Singapore Citizens (SCs) and Permanent Residents (PRs)	Singapore Citizens (SCs) Aged 40 and Above
Course Fee / Pax	S\$1000 with 50% Funding = S\$ 500	S\$1000 with 70% Funding = S\$300

- Eligible for SkillsFuture Credit if available

Corporate Sponsored

Classification	SME (SCs & PRs)	NON- SME (SCs & PRs)
Course Fee / Pax	S\$1000 with 70% Funding = \$300	S\$1000 with 50% Funding = \$500

SME: Company registered or incorporated in Singapore AND employment size of not more than 200 or with annual sales turnover of not more than \$100 million

- Eligible for Absentee Payroll Funding if available
- \$4.50 per training hour capped at \$100,000 per enterprise per calendar year
- Eligible for SkillsFuture Enterprise Credit (SFEC) if available

<https://www.orita-sinclair.edu.sg/wsqa-leveraging-generative-ai/> - follow this format

(Find out more)

Course Outline (click box FORMAT):

Learning Outcomes:

- Gain an in-depth understanding of branding concepts and elements.
- Define and cultivate a strong brand identity that resonates with target audiences.
- Create a compelling brand story that effectively communicates your brand's essence.
- Strategically position your brand to stand out against competitors.
- Utilize market research and analysis to gain insights and competitive advantage.
- Implement engaging brand communication strategies to connect with your audience.
- Plan and implement brand marketing and communication strategies across various channels, tools, and assets.
- Build and enhance brand equity to ensure trust, loyalty, and sustained success.

Course Modules

1. Discover Your Brand DNA

- Evaluate and define your brand DNA.
- Explore key elements of successful brands.
- Understand premium brand considerations and enhancement strategies.

2. Define a Powerful Brand Strategy

- Optimize your brand's strategic market approach.
- Identify opportunities and threats, and analyse brand strengthening tactics.
- Create an action plan to maximize brand performance and market capitalization strategies.

3. Develop a Strong Brand Positioning

- Assess market opportunities for your brand.
- Determine strategies for optimal brand positioning.
- Analyse competitive space and key brand attributes relevant to your audience.

4. Deliver Your Brand Plan

- Devise specific actions to achieve brand performance goals.
- Investigate and develop a brand plan for an existing brand.
- Identify growth opportunities and value creation for your brand.

5. Drive Brand Activation and Amplification

- Develop skills in brand activation beyond communications.
- Analyse brand target markets and amplification methods.
- Outline a marketing communications approach for successful brand activation and execution.

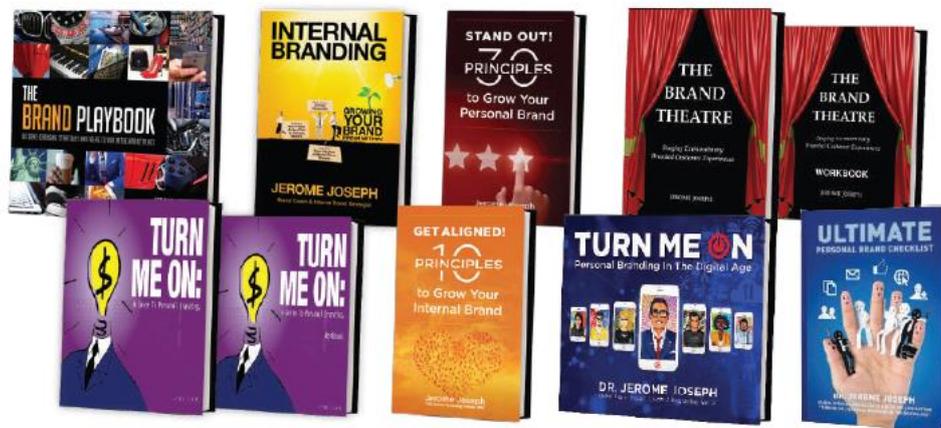
- **Amplify credibility and build trust**

About your Head Lead Facilitator

Dr Jerome Joseph: Ranked Number 2 in the World in 2022 as a Global Brand Thought Leader

Dr Jerome Joseph is an award-winning Brand Strategist and Speaker focused on Brand Strategy, Digital Branding, Brand Experience, Internal Branding, Personal Branding, AI and Brand Innovation. With his past experiences as a CEO and Board Member of a publicly listed brand agency and group, Dr. Jerome brings real-life brand expertise to the stage. He is a best-selling author of 10 books on Branding with over 27 years of experience working with over 1000 brands, including Fortune 500 companies, in 37 countries. In 2020 and 2022 he was recognised as the No. 2 ranked Global Brand Thought Leader in the world.

BEST-SELLING AUTHOR OF THESE BOOKS:



Enquire Now

Elevate Your Brand to New Heights! Enrol in 'Brand Mastery' today and become a key player in the dynamic world of branding. Sign up now and let our course consultants guide you on your journey to brand excellence.

Individual

Full Name

Mobile

Email Address

Message

Corporate

Full Name

Mobile

Company Name

Designation

Message

<https://www.oom.com.sg/academy/wsq-courses/digital-marketing-courses/chatgpt-generative-ai-course/>

Past Clients



Check out our other Signature Programs

Funded Programs

WSQ AI Driven Digital Marketing

IBF Digital Marketing

Our Signature Corporate Training Program Areas

Brand Strategy Mastery
Internal Brand Mastery
Branded Customer Experience Mastery
Sales & AI Marketing Mastery

Contact Us

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